

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Mansfield Downtown Partnership Offices
Wednesday, June 2, 2010
5:00 pm**

MINUTES

Present: David Woods, Marcia Firsick, Dee Goodrich, Janet Jones, Betsy Paterson, and Kristin Schwab

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to Order

David Woods called the meeting to order at 5:00 pm.

2. Public Comment

There was no public comment.

3. Update on Storrs Center project including communications

Cynthia van Zelm reported that LeylandAlliance is working on financing and is currently in negotiations with a possible equity partner. She said that the master developer is close to signing two Letters of Intent (LOI) for Phase 1A and recently received an LOI from Insomnia Cookies. Ms. van Zelm also reported that the Storrs Road design had been submitted to the CDOT for its 30% review; the next step is to have a public update on the project once CDOT's comments have been received. And, she noted that over 20 RFQs for the first parking garage and the intermodal center had been received and are under review.

4. Approval of Minutes

Dee Goodrich moved to approve the Minutes from January 28, 2010 and March 23, 2010.

Kristin Schwab seconded the motion.

The Minutes were approved, with Betsy Paterson abstaining.

5. Recommendation of David Lindsay to the Advertising and Promotion Committee

Dean Woods explained that David Lindsay had been selected to serve as the student representative on the Board of Directors. Mr. Lindsay is a rising junior in the Honors Program and is a member of the Leadership Legacy program. Dean Woods said that Mr. Lindsay had expressed interest in serving on the Advertising and Promotion Committee. Dean Woods asked the Committee if they would like to recommend to the Board that Mr. Lindsay be added to the Committee.

By consensus, the Committee agreed to recommend to the Board that Mr. Lindsay be added to the Advertising and Promotion Committee.

6. Update on Dog Lane Café Survey

Ms. van Zelm said that exactly 500 respondents completed the survey. Generally, there was a great interest in dinner options. For those respondents that had dined at the Vanilla Bean Café, they were evenly split in saying that the food or the atmosphere was the best part of the Vanilla Bean. Ms. van Zelm added that there were many comments about what people would like to see, not just at the new café, but also in the new downtown.

Janet Jones remarked that such a large number of responses is an indication of the interest in Storrs Center.

7. Update on the award-winning *Festival on the Green*

Kathleen Paterson said that the planning for the *Festival on the Green* was going well. She reviewed some of the confirmed groups and activities. Ms. K. Paterson noted that the musical performances would include the UConn Marching Band, Kidsville Kuckoo Revue, and the Shaboo All Stars. She explained that there would also be four, shorter performances as in 2009. Thus far, the confirmed groups performing are Villari's Martial Arts of Storrs Center and Mansfield Academy of Dance (M.A.D.)

Ms. Schwab wondered if Husky Bhangra would like to perform again.

Ms. Goodrich suggested asking the ballroom dance club at UConn.

Ms. K. Paterson explained that Jim Hintz is coordinating the UConn presence (other than Dining Services and the School of Fine Arts) and said she would pass the suggestion on to him.

Marcia Firsick said that the UConn Co-op would do a booth in the Children's Area; they may do the sand art activity again.

Ms. K. Paterson added that she had just recently emailed past vendors with the 2010 information, so she expects to hear from more groups soon.

Dean Woods said that he hopes to have the Puppetry Program represented.

Ms. K. Paterson asked if the Pep Band and the Marching Band were different, and if so, would the Pep Band be interested in the Parade. She commented that it would be nice to have more music in the Parade.

Dean Woods explained that the Pep Band does not march.

Ms. Schwab suggested finding a float for the Pep Band.

Ms. Firsick suggested inviting the Spirit Squad to participate. She noted that they performed at the Co-ops' anniversary celebration, and that they were a great addition.

8. Update on Arts and Crafts Fair

Ms. K. Paterson said that she, Ms. van Zelm, and Ms. Goodrich had met and discussed some preliminary plans. She noted that they are planning for the spring of 2011. They are looking for additional sub-committee members.

Ms. Schwab asked if anyone from the Town could help.

Ms. K. Paterson replied that Jay O'Keefe staffs the Arts Advisory Committee; she would like to see if anyone on that committee would like to participate.

At the suggestion of the Committee, **Ms. K. Paterson will contact Curt Vincente to ask whether any of the art instructors at the Community Center would be interested in helping with the Arts and Crafts Fair.**

Ms. Jones volunteered to assist with the initial planning.

9. Update on Annual Report

Ms. K. Paterson distributed copies of the 2009-2010 Annual Report to the Committee. She said that it would be available to Partnership members at the Annual Meeting on Thursday, June 3; included in the ReminderNews on Friday, June 4; sent to all UConn Storrs Campus mail boxes; and mailed to Committee members.

10. Recruitment for Town's Communications Committee

Ms. Paterson explained that the Town's Communication Committee is in need of more members. The Communications Committee thought that it would be good to have someone from the Partnership serve on the Committee.

Ms. Schwab said she would consider serving on the Town's Communications Committee.

11. Adjourn

The meeting adjourned at 5:48 pm.

Minutes prepared by Kathleen M. Paterson